59. (Amended) The system of claim 56, wherein said incentive data is based on said consumer specific data comprising customer profile data of said consumer.

67. (Amended) The process of claim 66, further comprising:

basing said incentive data on said consumer specific data comprising a shopping history of said consumer.

68. (Amended) The process of claim 66, further comprising:

basing said incentive data on said consumer specific data comprising demographic data of said consumer.

69. (Amended) The process of claim 66, further comprising:

basing said incentive data on said consumer specific data comprising customer profile data of said consumer.

77. (Amended) The system of claim 76, further comprising:

means for basing said incentive data on said consumer specific data comprising a shopping history of said consumer.

78. (Amended) The system of claim 76, further comprising:

means for basing said incentive data on said consumer specific data comprising demographic data of said consumer.

79. (Amended) The system of claim 76, further comprising:

means for basing said incentive data on said consumer specific data comprising customer profile data of said consumer.

87. (Amended) The computer program product of claim 86, said computer program further performing the steps of:

basing said incentive data on said consumer specific data comprising a shopping history of said consumer.